# neutra.

## The Infrastructure Layer for Real-World Carbon Credits

Tokenising household decarbonisation reductions as on-chain carbon credits

# Take control of your carbon impact and turn passive credits into a yield-generating digital asset.
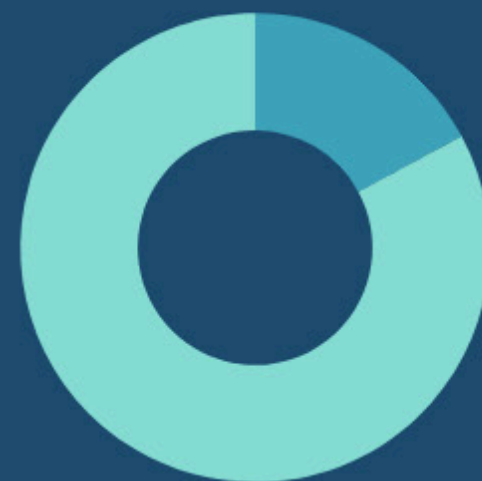
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# PROBLEM STATEMENT

The voluntary carbon market is undermined by credits that lack verifiable impact, as identified by the UK Government in its Voluntary Carbon Market Integrity Consultation. Greenwashing, double counting and poor traceability make it difficult for corporate buyers to participate with confidence. Traditional carbon credits are static, illiquid assets with no financial utility. They're bought, held and retired off-chain in siloed systems with little transparency or secondary value. This lack of integrity and utility is the single greatest barrier to a market projected to reach $250 billion by 2050 - if solved.

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# OUR SOLUTION

We originate new carbon credits directly from verified household decarbonisation. Each credit is backed by emissions reductions from upgrades verified at the point of installation, using standardised, auditable methods. Credits are registered on-chain from creation to retirement, ensuring full traceability and eliminating the risk of double counting. Neutra opens the door to climate-positive DeFi, enabling credits to be staked, pooled or integrated into on-chain financial systems for greater utility and liquidity.

# WHY NOW

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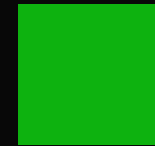
- The UK Government has formally called for greater transparency and traceability in the voluntary carbon market, identifying integrity failures as the biggest obstacle to growth.

- Boston Consulting Group projects the voluntary carbon market to be worth $250 billion by 2050, but only if trust and verifiability can be solved.

- UK and EU governments have committed to 600,000+ heat pump installations per year and 30 million home upgrades by 2030, but urgently need scalable ways to encourage and monetise household decarbonisation.

- The concept has already been proven off-chain by Snugg, which successfully sold UK residential credits at $90/tonne. Neutra brings that model on-chain with full lifecycle traceability, automation and DeFi compatibility.

# HOW IT WORKS

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Step 1: Households install low-carbon technologies such as heat pumps, solar panels, insulation, or batteries.

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Step 2: Neutra calculates carbon savings using Verra approved methods.

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Step 3: Verified savings are aggregated and tokenised as digital carbon credits.

Step 4: Credits are sold to corporate buyers and households receive cashback based on their verified savings.

⬇

Step 5: Households receive cashback for their verified savings which can be staked.

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Step 6: Buyers can retire credits or they can be staked for yield, added to liquidity pools, or integrated into finance platforms.

# FORECAST

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| Metric | Year 1 | Year 2 | Year 3 |
|---|---|---|---|
| Homes Onboarded | 100 | 10,000 | 100,000 |
| Credits Issued | 250 | 25,000 | 250,000 |
| Total Credit Value | $22,500 | $2,250,000 | $22,500,000 |
| Protocol Revenue | $4,500 | $450,000 | $4,500,000 |
| TVL | $0 | $300k - $600k | $3m - $5m |
| On-chain Transactions | 1,000 | 250k - 400k | 2.5m - 3m+ |

On-chain volume driven by real-world impact.

# FUNDING ASK

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We are requesting $65,000 in milestone-based grant funding to build and deploy Neutra's core carbon credit infrastructure on-chain.

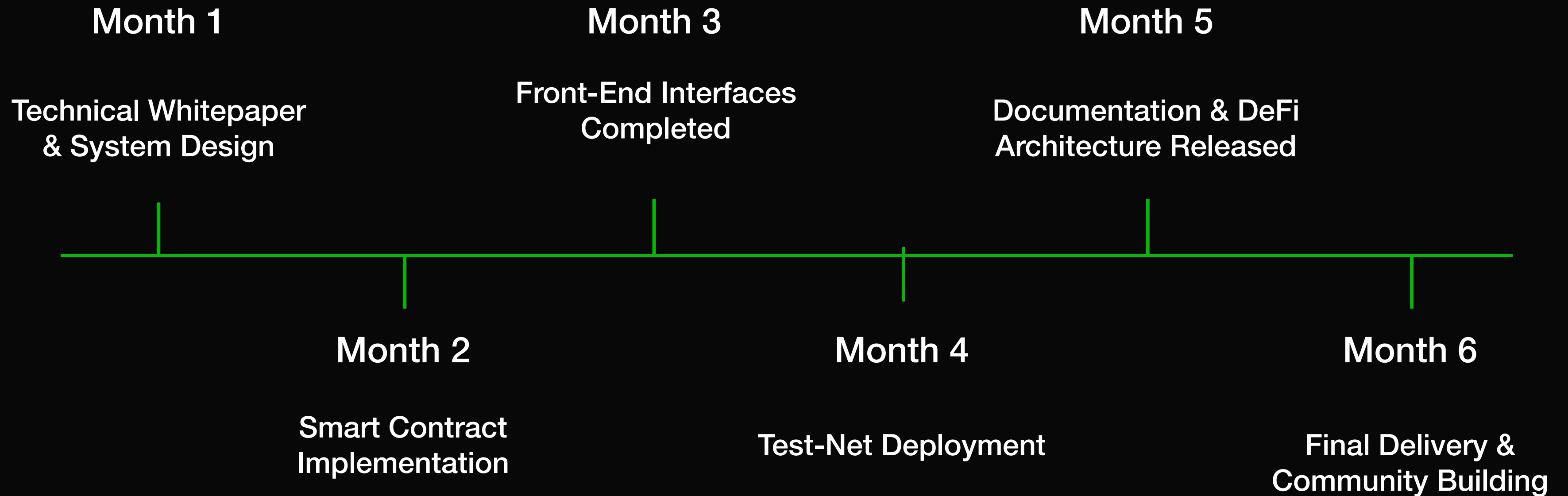| Milestone | Objective | Funding |
|---|---|---|
| 1 | System Architecture & Design | $10,000 |
| 2 | Smart Contract Development | $20,000 |
| 3 | Front-End Interfaces | $10,000 |
| 4 | Test-net Integration & Deployment | $10,000 |
| 5 | Documentation & DeFi Architecture Spec | $8,500 |
| 6 | Final Delivery & Community Building | $6,500 |

## Key Deliverables:

- Core Smart Contracts
- Carbon Verification Engine
- Front-End User Interface
- System Documentation
- Test-net Deployment
- DeFi Architecture
- Public Credit Explorer
- Community Onboarding Materials

# ROAD MAP

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**Month 1**

Technical Whitepaper & System Design

**Month 3**

Front-End Interfaces Completed

**Month 5**

Documentation & DeFi Architecture Released

**Month 2**

Smart Contract Implementation

**Month 4**

Test-Net Deployment

**Month 6**

Final Delivery & Community Building

# Let's Build the Future of Carbon on Chain

Neutra is ready to deliver. With verified demand, proven methodology and a clear roadmap, your support enables real-world decarbonisation that's transparent, on-chain and at scale.

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Website: www.neutracarbon.io

GitHub Repository: https://github.com/neutra-carbon/neutra-core.git

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